

Media Inattention for Entrepreneurship in Pakistan

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Abstract

In this paper, we are discussing the role of media for fostering entrepreneurship, by giving coverage to business success stories entrepreneurs and overall entrepreneurship. Media can play a productive role. We used Pakistan as a case, a country having enormous number of electronic and print media fast pace growth, among all the factor driven economies. We used the GEM data to develop our framework. The area we are thrusting is comparing the size of media and attention being paid to entrepreneurship in Pakistan. The less attention resulting in low level of entrepreneurial intentions, ultimately that will lead to low level of opportunity driven entrepreneurs and new business ownership rate in Pakistan.

Keywords: Media entrepreneurship, Media attention, GEM, Entrepreneurship, Pakistani Media

1. Introduction

Media being integral part of our daily life is considered as the most important after three basic necessities (Bora, 2012). Small and medium enterprises are the pride of every nation due to their role in economic development (Ogbo & NWACHUKWU, 2012). Growth is generally considered as good goal for most of the firms, it is widely broadcasted in the media like top 100 growing firms, and is considered a measure of entrepreneurial success (Davidsson, 1991) mass Media encourages the adherence (Miller & Budd, 1999) programs got an indirect impact on the actual patterns of entrepreneurship. Supporting for a more holistic approach to policies designed for further enhance entrepreneurial culture in the UK. The role of reality programs is important for raising the level of desirability and future intentions to engage in ‘entrepreneurship’, which will more readily translated into entrepreneurial outcomes.

Perceived feasibility is found to be an important contributor in Pakistan for the formation of entrepreneurial intentions (Ali et al., 2012). Through initiatives designed to develop skills and capacity building aimed at business start-up (Jonathan Levie et al., 2010) more over the choice to get engaged with certain occupation is cognitive in nature, likely influenced by beliefs, attitudes, and effectiveness states attitudes are influenced they why information is provided (Bower GH, 2001; Popovich P. & JP., 1982). As Bauman (1992); Pacheco (1998) found the positive influence of media on the intentions and interests for start-ups by Lugo-Ocando (2008); Tettey (2001) providing basis of knowledge creation and informed participation.

2. Literature Review

Individuals decision to engage in certain behavior are influence by the attitude, behaviors, identity and examples they provide (Ajzen, 1991) and persons senses of self affects the economic outcomes (Akerlof & Kranton, 2000) Entrepreneurship is a vigorous subject, “is a dynamic process of vision, change, and creation” (Kuratko, 2004). Just over half of the governments appear to use the mass media to promote entrepreneurship, specifically television and radio, but only 38% take steps to nurture the media by providing entrepreneurship-related features and success story profiles. Mass media initiatives to promote entrepreneurship are most evident in Taiwan, United Kingdom, and United States Canada and to some extent eastern European country Finland, the government of Denmark planned to start a media campaign to acknowledge its entrepreneurs. In a country if media is calming that it is easy or difficult to start business, it is not the same it is actually true, but such statements will influence the behavior. The media coverage of entrepreneurs effect in a positive way and will be long felt (Anders Lundström & Lois Stevenson, 2005). There is a need of infrastructure and services to be available for new ventures like business plan competitions, entrepreneurship education centers mentoring the students as prospected entrepreneurs. Moreover, student studying scientific disciplines seem more to contribute in reducing unemployment and to start a business by enhancing economic growth. Government-supported education and support programs development of public policy human capital technological infrastructure and financial reforms are also better determinants (Acs & Szerb, 2007; Roberts, 1991).

Media has been defined in different ways “a contraction of the term media of communication, referring to those organized means of dissemination of fact, opinion, and entertainment such as newspapers, magazines, cinema films, radio, television and the work wide web”(Hang & van Weezel, 2005).

It is “a generic term for systems of production, dissemination of information and entertainment of exertion of various kinds of social controls. Unlike a channel which is limited to contiguous physical medium between sender and receiver of communications, media include the institutions which determine the nature of programming and form of distribution all media are associated with more or less elaborate forms of audience perception” (Krippendorff, 1986). According to Awasthi (2011) entrepreneurship cannot grow in isolation without a supportive public policy (Norris, 2003) there is a visible gap between info-rich and info-poor in developing world e.g. media is playing an important role in shaping the public policy and implementing the public policy in United Kingdom for continuing relationship; maintaining an influential interventionist competence and promoting the global economic liberalization (Curtis, 2003). According to Hisrich (1988) the new surge of independence, self-actualization, creativity and concern about the work environment accompanied a wave of prosperity and economic growth in manufacturing oriented nation like the United States. The attention shifted away from large corporations towards small organizations and the creation of innovative undertakings. A new spirit of entrepreneurship was born in the media as well as in academic institutions. More attention was paid to the lives and success stories of entrepreneurs, conception of adding up new academic courses in entrepreneurship (Audretsch et al., 2007) values and attitudes can be shaped by paying attention to entrepreneurs in media, (A. Lundström & L. Stevenson, 2005) supported by government and members of media it is most evident in the Taiwan, UK, USA, Canada, Australia, hosting Small Business Week, from last several years. The US government hosts Minority Enterprise Development Week; Swedish government co-sponsors annual Entrepreneurship Week with NUTEK and Swedish Foundation for small Business Research; Spanish government; “salons d’emprise”; UK proclaimed Enterprise Week, Danish government also implementing the road shows to raise awareness of entrepreneurship among students specific budget is allocated for this purpose.

As Acceded by Hassan (2004) media practice and organization put in a significantly role to produce and preserve a culture. By disseminating the traditions, ideologies, symbols, values and norms, to shape the ideas that directly, feed into economic organizations and level of technological development that dominate within society.

There number of programs for providing coverage to successful entrepreneurs and encouraging others to follow them and be successful for example “How I made my Millions, Techs tars TV, This week in start-ups, The Office, The apprentice, The rise to the Top, The Mixergy, Shark Tank, The Big Deal, How to make it in America” (TV USA). China entrepreneurs (iTV-Asia, 2012), the apprentice, Dragon’s Den (Startups, 2012) are famous programs in entrepreneurial nations.

Pakistan is leading in Television channels, Radio Station and Print media among the factor driven economies. According to BBGPakistan (2008) Survey of Adults Media use in Pakistan Television Viewers, Male 79% female 76%, Radio Listeners, Male 37% Female 21%, Newspaper readers Male 42% Female 13%. The use of internet is low just 7% Male and 1% female are using Internet monthly.

3. Methodology

This paper is exploratory study on the role of media for the entrepreneurs in factor driven economies particularly Pakistan based on the Global Entrepreneurship Monitor (GEM) data in order to provide an overview of the situation. GEM (2012) “After conducting the first GEM Global study in 1999, the Global entrepreneurship research association was initiated by the year 2004, with the mission to contribute for the global economic development through entrepreneurship.

Identify the policies fruitful for appropriate level of entrepreneurship differentiating the individual attitudes among economies. As whole focusing on the ways nurture more entrepreneurs and increase the level of success”.

GEM Adult survey was conducted in Pakistan by the year 2010. According Sarfaraz and Faghieh (2011) there are three categories of the countries in GEM survey factor driven extractive in nature, efficiency driven, and innovation driven Pakistan is among the factor driven countries.

4. Results

By using GEM Global, report and GEM Survey of Pakistan 2010 data. We are exploring the media attention for entrepreneurship, impacts on the entrepreneurial intention.

The major point of concern is as compare to size of media (Table 01) the attentions paid for entrepreneurship is far less than other economics in the group and compared to countries in the region like Bangladesh and Iran the situation is not convincing too. All other economies are comparatively, to their size of media paying more attention for entrepreneurship. Even though the other nations are having is less media intuitions than Pakistan. As mentioned (Table 01) countries like Bangladesh, and Algeria where the size of media is far less than Pakistan, but in terms of media attention there is not much difference.

Pakistan is rated number seven among the Factor driven economies in terms of media attention for entrepreneurship (GEM, 2012), that is leading a lower score in Entrepreneurial intentions,

and ultimately to low rate of new business ownership 1.7 (Percentage of population between the age of 18-64 has paid salaries wages and other payments from last three months but not more than 42 months).

5. Conclusion

The GEM survey in Pakistan is providing evidence that media is not pay attention to entrepreneurship. Entrepreneurship never has been focuses of planners (Sarfraz A. Mian & Qureshi, 2010). In many countries, there are programs to give coverage to successful entrepreneurs presenting them as role models for future entrepreneurs. In Pakistan Media has no policy from the Government, for programs and coverage to entrepreneurs. The more focus on entrepreneurship will change the societal trend and involve more people in the entrepreneurial activity. There is need to have a mutual policy for paying more attention to entrepreneurship developed by stakeholders notably government and media. That can serve as a better ground for an entrepreneurial society by raising the level of entrepreneurial intentions and opportunity sensing as (Thomas, 2011) opportunity driven entrepreneurs are more prevalent, that will lead to increase the rate of new venture creation and contribute in economic development.

The media is not playing its active role to enhance the entrepreneurial activity in the country. The media attention for entrepreneurship will cast new lights for developing the entrepreneurial society.

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Table 01					
Size of The Media In Factor Driven Economies and Media Attention ^a					
Country	Television	Radio	Print media	Media Attentions for Entrepreneurship	Entrepreneurial Intentions
Algeria+	14	62	95	77	41.8
Bangladesh	17	19	23	63	24.6
Guatemala+	32	53	18	62	26.4
Iran+	133	106	119	58	29.9
Jamaica+	5	8	8	51	19.5
Pakistan	166**	245	383	49	22.6
Venezuela	102	143	181	48	20.2
*This data have been collected with a very precise analysis from different online sources					
**around 33 more are in process					

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